

# Reinventing BR&E in the Global Economy



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**How have our private-sector customers changed over the past few years? What factors/forces have precipitated and accelerated this change?**



**How have changes in the private-sector impacted our economic development profession generally and, more specifically, in terms of BR&E?**



**What are your biggest challenges and opportunities with BR&E today?**



**What strategies, tools and tactics are you using to address challenges and capitalize on opportunities?**



**How is your BR&E approach with multinational firms different than the smaller, single location businesses in your community?**



**What are your most important takeaways  
for successful and sustainable BR&E today?**





# **Industry Roundtables**

You're invited to attend the next

**Carrollton Manufacturers Roundtable Luncheon**

Wednesday, September 26 | 11:30—1:00 p.m.

**55 Degrees** | 1104 S Elm St, Carrollton, TX 75006

Please join leaders from various Carrollton manufacturing companies at this informal lunch to meet your manufacturer neighbors, share best practices, and network with City leadership, including Mayor Kevin Falconer. We will follow up on items discussed at the last luncheon in April.

RSVP to **Jenny Mizutowicz** at [jenny.mizutowicz@cityofcarrollton.com](mailto:jenny.mizutowicz@cityofcarrollton.com).





# **Business Walks**

**BC BusinessWalks –  
connecting  
communities to  
businesses**





## Taking the Pulse of Ladysmith's Business Community

Working together, the Town of Ladysmith, the Ladysmith Downtown Business Association, and the Ladysmith Chamber of Commerce organized Business Walk 2016: a day in June that was dedicated to learning more about our local businesses through face-to-face interviews on their turf. The results have now been tabulated and a report prepared. To share the findings of the report the partners are hosting...

### A COMMUNITY FORUM ON BUSINESS AND ECONOMIC DEVELOPMENT

Tuesday, October 25<sup>th</sup>, 2016

6:00 – 7:30 pm

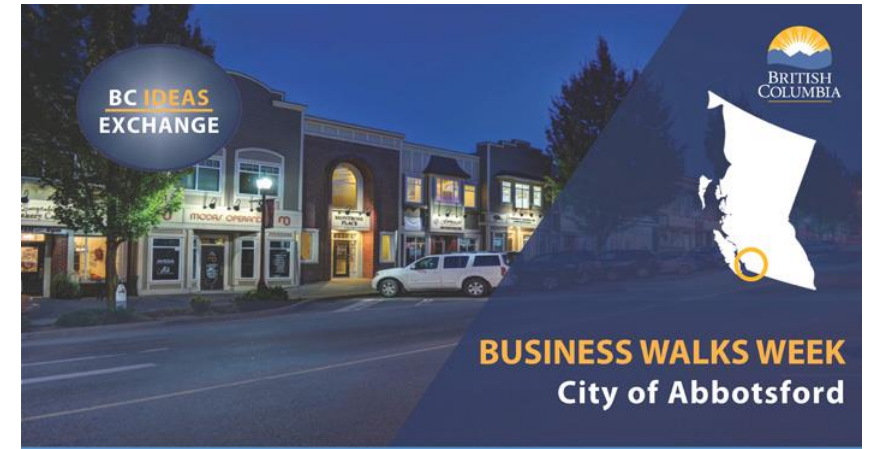
Ladysmith Senior Centre, 630 - 2<sup>nd</sup> Avenue, Ladysmith

For more information or to reserve a seat please call the Chamber of Commerce.

All are welcome but seating may be limited.

(250) 245-2112

The evening will include:



#### FACTS



Population: 133,497 (2011 Census)  
Location: Mainland Southwest B.C.

#### THE SOLUTION

##### Walking and Talking

City of Abbotsford Economic Development (CAED) embarked on its inaugural Business Walks initiative in September 2015.

## Business Walks

CAPTURING THE PULSE OF THE BUSINESS COMMUNITY



Thank you to all who participated in our first Chilliwack Business Walks. This is a partnership between the Chilliwack Economic Partners Corporation (CEPCO), Chilliwack Chamber of Commerce, and the Downtown Chilliwack Business Improvement Association.

The Business Walks program enables community leaders to connect with our local businesses and capture the business

## TOP 3

Reasons why businesses like doing business downtown:

- 1 Location
- 2 Clientele
- 3 Cost of Doing Business

Challenges facing downtown businesses:

• Social / Safety / Security

# **Disaster Recovery**

# Economic Disaster Recovery

Economic Disaster Recovery – Depends on BRE on steroids


IT IS THE NEW NORM – Are you Ready?









2018 | Grand Forks Economic Disaster Recovery Program



**Economic Recovery – Short Term Recommendations**

Prepared by: British Columbia Economic Development Association



# **Recruitment and FDI**





***GREEN TOKAI CO., LTD.***



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# **Agreement & Certainty Matrix**

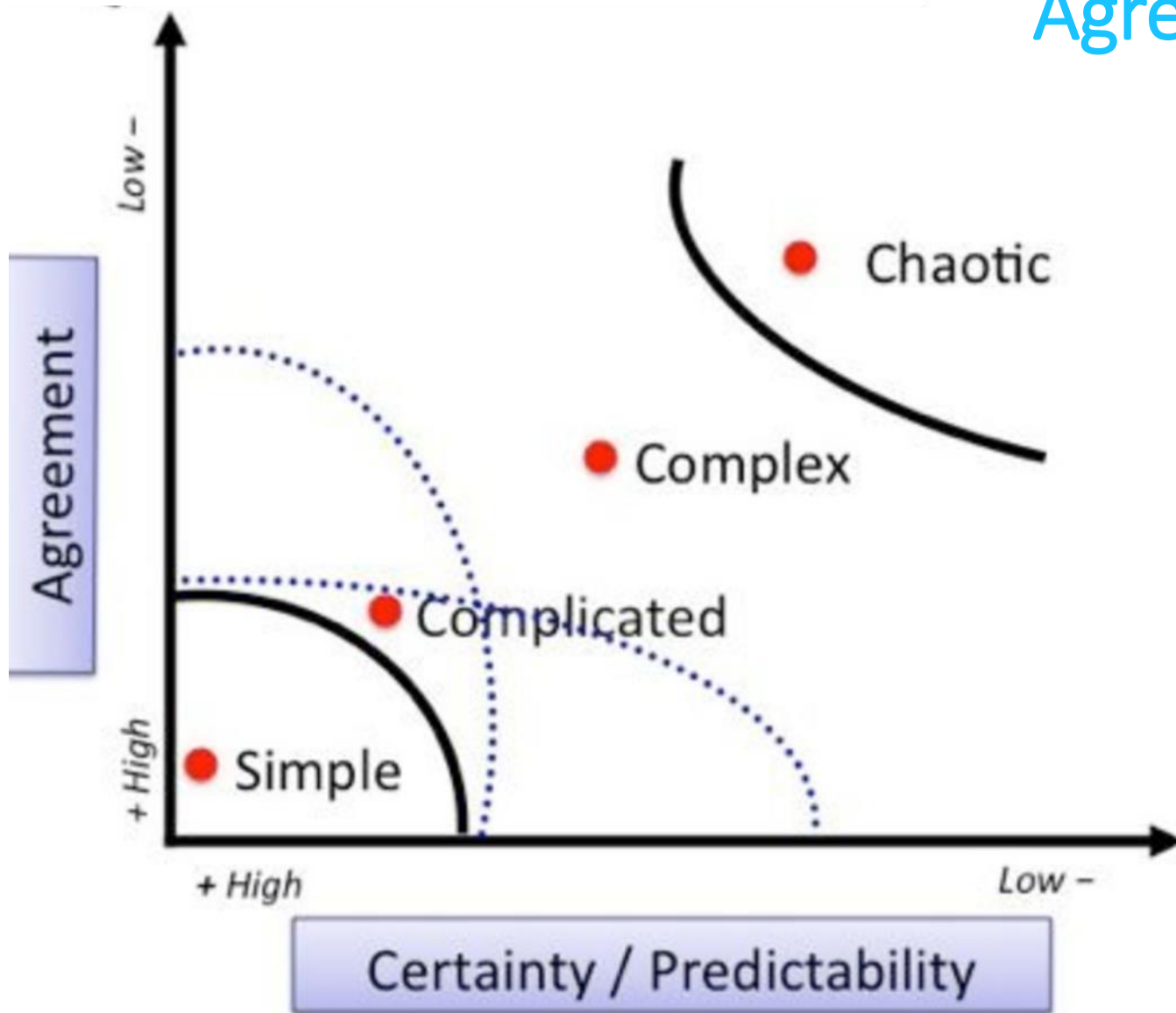
What **challenges** does your  
company face in our  
community?

**One challenge per  
Post-It Note**

**One challenge per  
Post-It Note**

**One challenge per  
Post-It Note**

# Agreement & Certainty Matrix *Liberating Structures*







# ECONOMIC DEVELOPMENT STRATEGIC PLANNING

## DOWNTOWNS



### PATTERNS & TRENDS

- Where does our Community stand?
- UNCERTAINTY about CUSTOMERS
- How to market to people/New Businesses
- UNCERTAINTY of INSURANCE PAYMENTS
- CREATE VARIETY in DT BUSINESSES
- COORDINATE - HOURS - PROMOTION
- GET BIZ OPEN \$ & FACILITIES
- BECOME BETTER - SURPASS WHAT WE WERE
- Need FOOT TRAFFIC - PEOPLE to Come Here
- Need a lot of hands on FAST
- Drill-Down "microgroups" to what we will do
- BECOME TRUE FAMILY
- LESS REGULATION ie NEW BUILDING CODES

### KEY CHALLENGES WE WANT SOLVED

- \* INSURANCE
- \* Housing for RESIDENTS & WORKERS & CONSTRUCTION
- \* COORDINATING HOURS OPEN
- \* MORE COOPERATION w/ CITY, CHAMBER
- \* "OUT of box" THINKING of ACTIVITIES
- \* NEW MARKETING FOR WHO WE ARE TODAY
- \* INCENTIVES for NEW BUSINESSES
- \* ADD VARIETY
- \* BUSINESSES RE-OPENED
- \* WALKABILITY, MAPS
- \* BUILDINGS for NEW BUSINESSES
- \* What will be built on VACANT LAND

### WE WANT TO WORK ON...

- Where we can see PROGRESS RIGHT AWAY
- COHESION
- Expand thinking of Downtown
- NIGHT LIFE & ACTIVITIES Downtown
- PUBLIC RESTROOMS Closer to Businesses Downtown
- MARKETING & PUBLIC RELATIONS





# TRANSPORTATION WAREHOUSE & DISTRIBUTION

## EMPLOYER FOCUS GROUP

### KEY ISSUES

- UNQUALIFIED WORK-READY LACK SKILL
- WAGE ESCALATION
- EMPLOYEE RETENTION MORE THAN WAGE LEVELS
- INFRASTRUCTURE ROAD CONGESTION INTERMODAL NEED RAIL OPTIONS

### REGULATIONS

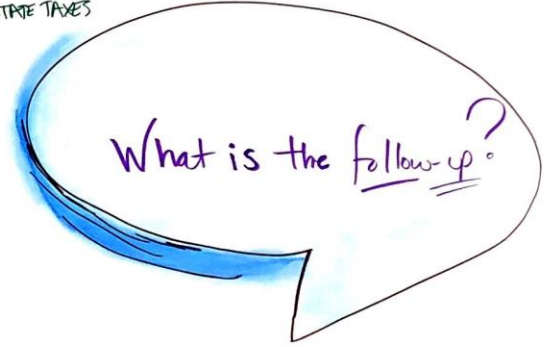
- FED: EGD/FISMA
- FED: FOODSAFETY
- FED/STATE: LABOR-CONTRACTOR vs EMP.
- STATE: SCHEDULING WORKERS

### INDUSTRY IMAGE & ADVOCACY

- pollution
- employment

### ASKS

- ADVOCACY for REGULATIONS, ESPECIALLY COST IMPACTS STATE TAXES
- TRAINING - SOFT SKILLS "TROUBLE SHOOTING"
- TRAINING/EDUCATION/EXPOSURE
  - CDL
  - MECHANICAL/MAINTENANCE
  - DATA ENTRY & ANALYSIS
- EMPLOY ENGAGEMENT TRAINING CULTURE
- MARKETING WHOLE INDUSTRY OPPORTUNITIES
  - SCHOOLS **IMAGE**
  - New Population Segments / ie Women
  - UBER freight / OPPORTUNITY DRIVERS
  - DIVERSE JOBS
  - TRADES AS A CAREER
- INFRASTRUCTURE
  - INTERMODAL **PORT OF BAYLAND IMPROVEMENTS**
  - PASSENGER RAIL / **WASCO EXIST** **PORTLAND-EUGENE CORRIDOR**



★ INDUSTRY has skin in the game ★  
ie resources for training

★ Willing to get involved. ★

LET'S DO IT



**What are your most important takeaways  
for successful and sustainable BR&E today?**



Q & A

